Case Study
Optimizing translation turnaround times for content marketing and corporate publishing

Creative agencies producing content for enterprise clients share a common challenge when it comes to delivering multiple language versions of their media. Periodicals and internal corporate communications are, by their nature, short lifecycle content, and the timeframe allocated for translation needs to be tight.

It’s an industry of deadlines, and delays are costly. Content marketing agencies very rarely have time on their side – without a streamlined set of processes in place, things quickly become outdated or irrelevant.

Getting to the root of a familiar problem

C3 Creative Code and Content were facing exactly this challenge when delivering translated content to their end clients. The setup they were using before is one that is probably familiar to other

CUSTOMER OVERVIEW

C3 Creative Code and Content is Germany’s leading content marketing agency. With offices in Berlin, Munich, Hamburg, Stuttgart, Zurich and London, and a team of 400 journalists, strategists, designers, social media experts and developers, C3 delivers leading-edge content creation and marketing services to global concerns such as Deutsche Telekom, Allianz, Porsche, Bosch and Volkswagen.
agencies working in creative industries: multiple translation vendors each handling a single target language. Very often, the result was inefficiency and added costs, and with turnaround times for translation exceeding four weeks, this was indeed far too ineffective at meeting their needs.

To bring about the reduced turnaround times that were critically needed, C3 required a reliable translation partner that could completely redesign existing processes and introduce a streamlined, scalable solution. To address this, they turned to Milengo.

Redesigning the translation process

Reducing turnaround times for C3 clearly needed a unique translation setup that worked with, rather than against, the existing processes for creating source-language content. Harnessing the fixed publication schedules presented itself from the outset as a clear first step to approaching turnaround time reductions. C3's own schedules were clear, as were those of their end clients, so the key solution would lie in weaving the translation phase into the source content creation process.

Milengo worked with C3 to develop detailed project plans that specify the status of each individual page of content for translation in all languages. For the translation work performed for thyssenkrupp, this level of organization was particularly critical. With projects including up to 50 pages of content for translation into seven languages, all parties require a clear overview of where each page is in the process at any given time. Each page or group of pages have their own deadlines, meaning translation is happening at the same time as the creation of source content. Final page layout performed by Milengo in either Adobe InDesign or vjoon K4 is also included in this staggered set up, so all key tasks are being worked on concurrently. The translation plan is updated every day and shared between Milengo and C3 so that all files are precisely tracked from start to finish.

In addition to this, developing clear and detailed plans means that key dates and milestones are available in advance. This, in turn, allows Milengo's project management team to pre-book linguistic resources and ensure their availability.

Turnaround time reductions across the board

The benefits were immediately clear: a project that would typically require up to four weeks to be translated has its turnaround cut to just 10 working days.

The results of this solution have not only benefitted C3's work with thyssenkrupp. Translation of Bosch's award-winning Bosch Zünder employee magazine follows the very same process.
With 28 source pages and seven target languages for translation, reducing turnaround times and significantly increasing efficiency was a major success.

The increased focus placed on planning and scheduling was also extremely helpful when approaching the shorter content for translation that C3 needs to deliver on a weekly basis. The project size might be significantly smaller, but quick response is critical. thyssenkrupp’s four-page wall newspapers, for example, require a two-day turnaround for translation and desktop publishing in seven languages, while Bosch’s employee newsletter, with 10 languages, among them Japanese and Chinese, is needed within 24 hours. The versatility of the solution, and its ability to propagate advantages throughout projects of all sizes, quickly demonstrated its suitability for the demands of the corporate publishing industry.

By working closely together with C3 to understand their processes and schedules, Milengo fostered a collaborative solution that ensures critical content is delivered to readers across the globe on time and in their language.

If you would like to learn more about our translation solutions for content marketing and corporate publishing, please contact us at sales@milengo.com

**WORKFLOW BENEFITS**

The staggered workflow ensures that, after just a few days, multiple tasks are being completed concurrently. For example, on day one of a project, pages in the source language are sent for translation. By day two, translation is complete, and the pages are sent for final layout work. On day three, the translated pages are delivered back to C3. At the same time as this, new pages in the source language are completed and sent for translation. This staggered process then repeats until all pages have been finalized. Such a setup has the potential to drastically reduce translation turnaround times when compared to a more traditional workflow, where each step is completed in full before the next is started.